

*Sub B
cont.*

9. A method of forming a polymerized microemulsion pressure sensitive adhesive in contact with a substrate, comprising the steps of:

- (1) providing an aqueous microemulsion comprising one or more hydrophobic monomers, one or more hydrophilic and/or amphiphilic monomers and one or more initiators;
- (2) combining the aqueous microemulsion with at least one thickening agent comprising a polymer or copolymer of acrylic acid;
- (3) coating the thickened microemulsion onto the substrate; and
- (4) irradiating the microemulsion in order to form the pressure sensitive adhesive in contact with the substrate.

*Sub B
cont.*

15. A method of forming a polymerized microemulsion pressure sensitive adhesive in contact with a substrate, comprising the steps of:

- (1) mixing hydrophilic monomer(s) and/or amphiphilic monomer(s) in a weight percent ratio of from about 100/0 to about 0/100 to form a first mixture;
- (2) mixing hydrophobic monomer(s), having a glass transition temperature suitable for forming a hydrophobic pressure sensitive adhesive, into the first mixture in a weight percent ratio of from about 80/20 to about 10/90 hydrophobic monomers/first mixture to form a second mixture;
- (3) mixing surfactant(s) into the second mixture in a weight percent ratio of from about 5/95 to about 30/70 surfactant/second mixture to form a third mixture;
- (4) mixing initiator(s) into the third mixture in a weight percent ratio of from about 0.01/99.99 to about 2/98 initiator/third mixture to form a fourth mixture,
- (5) independently, mixing water and water-soluble or water-dispersible additives together in a weight percent ratio of from about 100/0 to about 80/20 to form an aqueous mixture;